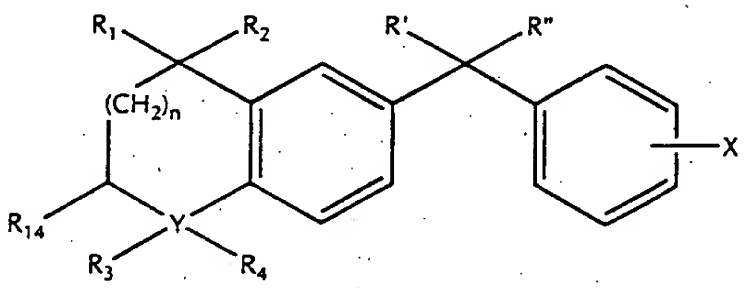
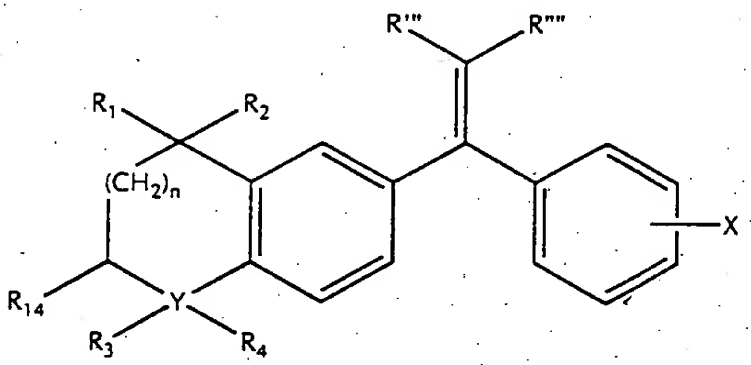
64. A compound having the formula:



or



wherein

R_1 and R_2, each independently, represent hydrogen or lower alkyl having 1-4 carbon atoms;

Y represents C, O, S, or N;

R_3 represents hydrogen or lower alkyl having 1-4 carbon atoms where Y is C or N;

R_4 represents hydrogen or lower alkyl having 1-4 carbon atoms where Y is C, but R_4 does not exist if Y is N, and neither R_3 or R_4 exist if Y is S or O;

R_{14} represents hydrogen or lower alkyl having 1-4 carbon atoms;

R′ and R″, each independently, represent hydrogen or lower alkyl having 1-4

carbon atoms, but both are not hydrogen;

or R' or R" taken together form a cyclopropyl or cycloalkyl group having 3-10 carbons, and wherein the cyclopropyl and cycloalkyl groups can be substituted with lower alkyl having 1-4 carbons;

R'" and R"", each independently, represent hydrogen or lower alkyl having 1-4 carbon atoms, but both are not hydrogen;

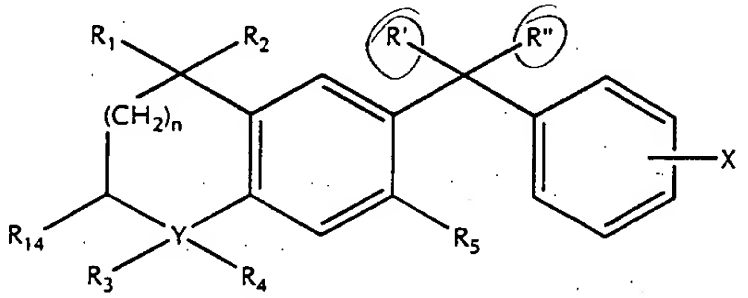
or R'" and R"" taken together form a cyclopropyl or cycloalkyl group having 3-10 carbons, and wherein the cyclopropyl and cycloalkyl groups can be substituted with lower alkyl having 1-4 carbons;

X is COOH and can originate from C 3, 4 or 5 on the ring;

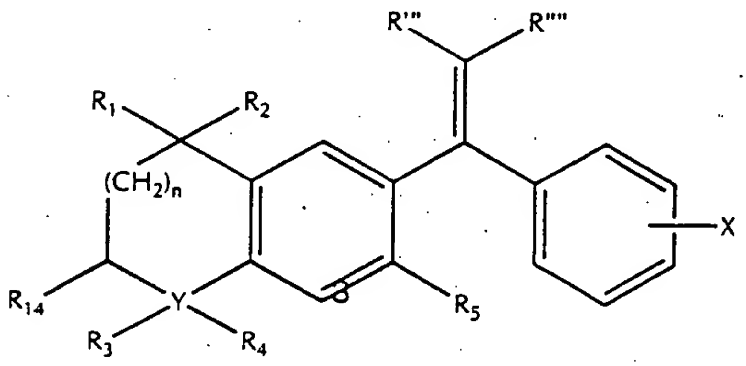
n = 0-1;

and the pharmaceutically acceptable ester, amides and salts of the compound.

65. A compound having the formula:



or



wherein

R_1 and R_2, each independently, represent hydrogen or lower alkyl having 1-4 carbon atoms;

Y represents C, O, S, or N;

R_3 represents hydrogen or lower alkyl having 1-4 carbon atoms where Y is C or N;

R_4 represents hydrogen or lower alkyl having 1-4 carbon atoms where Y is C, but R_4 does not exist if Y is N, and neither R_3 or R_4 exist if Y is S or O;

R′, R″, R‴ and R⁗ represent hydrogen, or R′ and R″ taken together form an oxo (keto) or methano;

R_5 represents a lower alkyl having 1-4 carbons or OR_7;

R_7 represents hydrogen or a lower alkyl having 1-6 carbons;

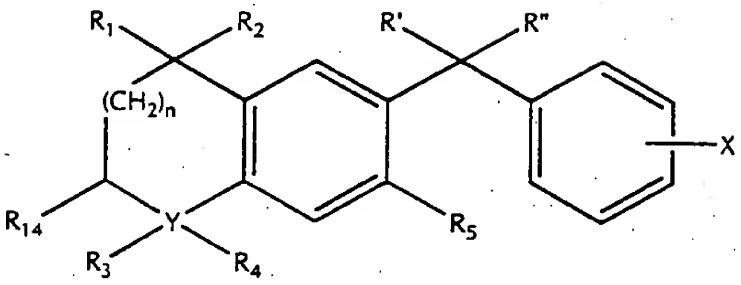
R_{14} represents hydrogen or lower alkyl having 1-4 carbon atoms;

X is COOH and can originate from C 3, 4 or 5 on the ring;

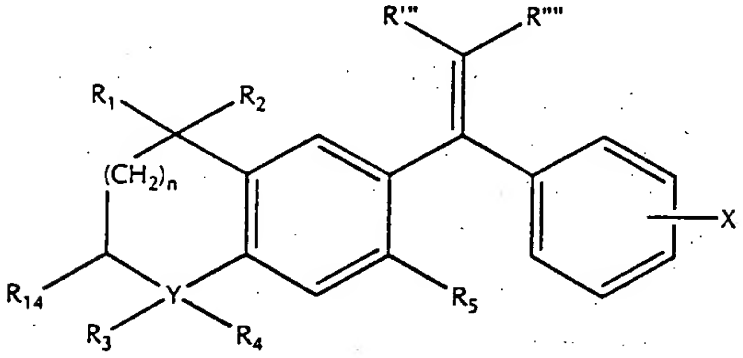
n = 0-1;

and the pharmaceutically acceptable ester, amides and salts of the compound.

66. A compound having the formula:



or



wherein

R_1 and R_2, each independently, represent hydrogen or lower alkyl having 1-4 carbon atoms;

Y represents C, O, S, or N;

R_3 represents hydrogen or lower alkyl having 1-4 carbon atoms where Y is C or N;

R_4 represents hydrogen or lower alkyl having 1-4 carbon atoms where Y is C, but R_4 does not exist if Y is N, and neither R_3 or R_4 exist if Y is S or O;

R′ and R″, each independently, represent hydrogen or lower alkyl having 1-4 carbon atoms, but at least one is not hydrogen;

or R′ or R″ taken together form a cyclopropyl or cycloalkyl group having 3-10

carbons, and wherein the cyclopropyl and cycloalkyl groups can be substituted with lower alkyl having 1-4 carbons;

R''' and R'''', each independently, represent hydrogen or lower alkyl having 1-4 carbon atoms, but at least one is not hydrogen;

or R''' and R'''' taken together form a cyclopropyl or cycloalkyl group having 3-10 carbons, and wherein the cyclopropyl and cycloalkyl groups can be substituted with lower alkyl having 1-4 carbons;

R_5 represents a lower alkyl having 1-4 carbons or OR_7;

R_7 represents hydrogen or a lower alkyl having 1-6 carbons;

R_{14} represents hydrogen or lower alkyl having 1-4 carbon atoms;

X is COOH and can originate from C 3, 4 or 5 on the ring;

n = 0-1

and the pharmaceutically acceptable ester, amides and salts of the compound.

67. A pharmaceutical composition for control of cellular processes regulated by retinoid compounds, Vitamin D, or thyroid hormone, comprising an effective regulating amount of a bicyclic aromatic compound, or a pharmaceutically acceptable ester, amide or salt thereof, in combination with a pharmaceutically acceptable carrier, wherein the bicyclic aromatic compound has the structural formula of claim 64.

68. A pharmaceutical composition for control of cellular processes regulated by retinoid compounds, Vitamin D, or thyroid hormone, comprising an effective regulating amount of a bicyclic aromatic compound, or a pharmaceutically acceptable ester, amide or salt